

**Application for projects over \$500****Organization Name:** Glacier Country Regional Tourism Commission**Project Name:** Travel Show Participation – Pow Wow**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

On behalf of Glacier Country Regional Tourism Commission we are applying for \$2,866 from our Travel Show Participation budget to attend The Travel Industry of America's International Pow Wow in conjunction with the Travel Montana in Miami, Florida on May 16-20, 2009.

TIA's International Pow Wow is an international marketplace, not a typical trade show. It is the largest generator of Visit USA travel because it offers USA travel suppliers and international travel buyers the unique opportunity to not just meet and pick up brochures. At the International Pow Wow, buyers and sellers actually conduct business that would otherwise be generated only through an exhaustive number of around-the-world-trips. During the marketplace we as USA travel suppliers will conduct business negotiations during pre-scheduled, computer generated 20 minute business appointments.

The International Pow Wow is also an opportunity for unique news coverage for USA travel destinations and products. There are typically over 200 travel journalists from over 45 countries at the Pow Wow each year. Great opportunities exist for destination and product articles to appear in major trade and consumer publications. We will take a small supply of press kits to leave in the Press Room and then have our PR firm follow-up with the press upon our return.

Last year Glacier Country received 31 qualified leads from attending the Pow Wow. We will again do a follow-up letter to each person we meet with at the show; capture the names in our database for further follow-up and work with participating hotels to be included in their follow-up so that we can track the number of nights used and the average rate.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Trade Show Response/Leads by 3% over 2008

Refer to the portions of your marketing plan, which support this project.

A number of our Marketing Goals can be identified in this project. Goals numbered: 1, 2, 3, 4 and 7 are all addressed as well as all of our Target Demographics; and Other Marketing Elements No. 3.

How does this project support the Strategic Plan?

- 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b: Continue winter marketing

Budget page must be attached for approval.



Approved 7/11/08

Audits/Apps committee

- 1.1.c: Attend consumer travel shows
- 1.1.d: Continue marketing to international travelers
- 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2.a: Amplify targeted sales and marketing to attract groups, meetings and conferences
 - 1.2.b: Work with local sports groups to attract regional and national sports competitions in off-peak seasons
 - 1.2.e: Continue to target tour operators to bring group tours and packaged vacations to Montana
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
- 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.
 - 4.1.a: Use local historical/cultural/tribal attractions as venues for conferences and educational seminars.
- 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets
 - 5.1.a: Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.
- 9.2: Foster opportunities to pool public and private marketing dollars
- 10.2: Create public/private/tribal partnerships for cooperative project implementation

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: ☒ Yes ☐ No

Budget page must be attached for approval.



PROJECT BUDGET

Travel Show Participation - TIA Pow Wow

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00
MARKETING/ADVERTISING:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00
TRAVEL:			
Lodging	\$1,200.00 +	\$0.00 =	\$1,200.00
Airfare	\$600.00 +	\$0.00 =	\$600.00
Meals	\$216.00 +	\$0.00 =	\$216.00
Miscellaneous	\$150.00 +	\$0.00 =	\$150.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$2,166.00	\$0.00	\$2,166.00
OTHER:			
Registration	\$700.00 +	\$0.00 =	\$700.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$700.00	\$0.00	\$700.00
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PROJECT TOTAL	\$2,866.00 +	\$0.00 =	\$2,866.00